



# Paul Sparrow

Area Managing Partner & CMO

## About Paul

Paul is a business growth expert with over 25 years of strategic development and execution in a variety of industries and organizational settings including Fortune 50, startups, turnarounds, and emerging growth.

Experienced in leading and executing calculated pivots and growth initiatives, Paul is a creative business strategist with an eye for minimizing blind spots and internal limitations. He is skilled at leveraging proficiencies against external threats and opportunities. Paul has been involved in a dozen mergers and acquisitions in his career and is comfortable and effective in navigating the complexities of change management.

He is proficient in building sustainable growth initiatives that deliver significant market penetration and revenue acceleration. Skillful at near and long-term planning and execution, Paul excels in developing and delivering high performing channel strategies and initiatives.

## How Paul has Helped Businesses Grow

- From a baseline of \$24M, drove annual revenue to an all-time high of \$53M in 2 years, leading to a large corporate investment by Goldman Sachs
- Converted failing subscriber-based revenue stream into an advertising and sponsorship model, generating sales and market responsiveness leading to the company's acquisition by WebMD
- Introduced strategic initiatives accounting for an 18% increase in market penetration, producing 10% of company gross revenues and yielding an ROI in excess of 200%
- Generated > 30% growth in enrollments and new student retention increases of > 25%
- Led product integration and marketplace alignment while segmenting market offerings and outreach into a distinct regional focus. Delivered a 20% increase in sales while surpassing the company's \$255M annual plan
- Shortly after engagement as fractional CMO, Paul's client experienced record third and fourth quarter revenues and the company posted a 17% growth in revenue for the year

## Executive Marketing Experience

- Senior Vice President of Sales & Marketing, WebMD Transaction Services
- Senior Vice President of Sales & Marketing, Benefitfocus
- Northeast Region Business Director; Product Director, Johnson & Johnson
- Chief Manager & President, Huckleberry Farms LLC
- Senior Vice President of Sales & Marketing, Cambar Solutions
- Vice President of Sales, GreenWizard

## Expertise

### Industry Experience

- Healthcare
- SaaS
- Technology

### Specialties

- Growth Strategy
- Sales Growth
- Market Penetration & Growth
- Competitive Strategy
- Go-to-Market Strategy
- Positioning & Messaging
- Channel Strategy

## Contact Information

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## Published Works

- [eBook: Are You Using Your KPIs Appropriately](#)
- [eBook: The 10 Reasons Why Analysis Becomes Paralysis](#)
- [eBook: Supercharging Your SWOT](#)
- [eBook: Considering a Company Merger](#)
- [Being Ferdinand Magellan: Four More Key Predictive Indicators for Forecasting Your Growth Trajectory](#)
- [Being Ferdinand Magellan: Four Key Predictive Indicators for Forecasting Your Growth Trajectory](#)
- [What You Measure \(And What You See\) Is What You Get](#)
- [Are You Using Your KPIs Appropriately: Report Card or Predictive Data?](#)
- [Supercharging Your SWOT, Step Three: Execute for Success](#)

## Client Case Studies

- [Call-Em-All - Strategic Focus to Grow Revenue and Reduce Risk](#)

## Clients Served

- Blue Cross Blue Shield of MI, Sr. Health Services (Healthcare Payor)
- MidSouth Pain Treatment Center (Medical Practice)
- Physician Services USA (Medical Practice Management)
- Rehabilitation Specialists of NJ (Medical Practice)
- Call-Em-All (Technology)
- Avtec (Technology)
- Dig South (Technology Media & Events)
- FISCAL Credit Suite (Computer Software)
- Level 2 Legal Solutions (Legal Services/SaaS)
- Belay (Staffing Services)
- Enviro Professionals (HVAC/IAQ Services)
- Leadership Ventures (Leadership Development Services)

## Education

- Bachelor of Arts, Mercer University

## References

*"Paul Sparrow is a fantastic guy and great mentor. He has kept us focused and our sales efforts on point. We aren't currently in need of a full-time CMO and Paul is the perfect fractional solution."*

**Stanfield Gray, Founder & CEO, Dig South**

*"Paul Sparrow is extremely talented, supportive, and well informed. He has done a great job getting to know my business in a rather short period of time, and his contributions have been extremely beneficial for us."*

**Michael Steuer, CEO, Midsouth Pain Treatment Center**

*"Paul's strength is in being able to understand your business and the problem, dive in and do all the research, present the available options, and help you make the right decision,"*

**Hai Nguyen, Vice President of Engineering and Co-founder, Call-Em-All**